Mowry Ranches 25490 300<sup>TH</sup> Avenue Presho, SD 57568 (605) 895-2208

January 10, 2004

Country of Origin Labeling Room 2092 S AMS Stop 0249 1400 Independence Ave. SW Washington DC 20250

Dear Sirs:

I am a cattle producer from South Dakota and I encourage you to implement the COOL legislation as soon as possible. The American public has the right to know where the beef they purchase is produced. Lessor quality meats from other countries should not be allowed to be "blended" and passed off as USA meat.

With the recent discovery of Mad Cow Disease in the United States, <u>caused directly by imports</u>, our cattle markets are in jeopardy. How many millions, if not billions, of dollars will this cost US cattle producers? Can we afford to loose the entire industry and associated jobs because the meat packers have too much control over how beef is distributed?

This legislation should have been in place years ago, delaying anymore will only make things worse. The next best time to implement COOL is NOW!

Very truly yours,

Craig S. Mowry